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COKER'S TOBACCO SEED CATALOG 1961 SEASON

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COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, SOUTH CAROLINA

Since 1902, The South's Foremost Seed Breeders

The pay-off for Coker's pure-bred, scientifically developed tobacco seed comes from top yields, acceptable quality and highest prices on the warehouse floor. Here Robert R. Coker, President, Coker's Pedigreed Seed Co. (left), and Dr. C. H. Rogers, Vice President and Director of Tobacco Research, examine a basket of our tobacco just prior to its sale.

TO GROWERS OF FLUE-CURED TOBACCO:

Our program of breeding and development of better varieties of flue-cured tobacco was begun in the fall of 1927, 33 years ago, and our first pure-bred variety of tobacco — Gold Dollar — was introduced in 1931. Over the years we have bred and introduced a distinguished line of tobacco varieties beginning with Gold Dollar, and including Mammoth Gold, Golden Harvest, Golden Cure, Golden Wilt, Coker 139, Coker 140, Coker 187, Coker 156, Coker 187-Hicks, and last season, Coker 128 and Coker 316.

For the benefit of flue-cured growers who have no disease problem and who wish to grow non-disease resistant varieties, we are continuing to breed, improve and offer such varieties as Hicks Broadleaf, White Gold, Golden Cure, Golden Harvest, and others. Our strains of all varieties are checked for flavor, aroma, and quality by the leaf experts of the leading domestic and export tobacco manufacturing companies.

The 1960 flue-cured tobacco crop, which has averaged the highest yield per acre on record, is outstanding from the standpoint of quality and price, with less than 3% of the total sold through October 10th going into the hands of Stabilization Corporation. With a higher per cent of the total flue-cured acreage planted to Coker varieties in 1960 than ever before, we are proud of the contribution which they have made in extra profits to tobacco growers and quality acceptable to the tobacco manufacturers.

ROBERT R. COKER, President
COKER'S PEDIGREED SEED COMPANY

In addition to concentrated efforts towards the development of new tobaccos, we devote considerable time and energy to the improvement of varieties already released and grown by farmers. Our aim, of course, is to provide the most suitable leaf tobacco for both the grower and the trade . . . varieties with more disease resistance, better yields and quality. To achieve this, we re-select and test as many as 25 to 30 different strains of each variety over a wide range of soil and climatic conditions. We study such factors as the size and shape of both plant and leaf; ease of curing and handling; ability of the plant to withstand weather hazards; soil and soil-borne parasites; rooting and suckering habits, and many others.

The major tobacco companies cooperate with us in the appraisal and analysis of cigarette manufacturing qualities of leaf from the many lines in our tests. This helps us greatly in the overall evaluation of new tobaccos that may be released to growers, and in the continued improvement of older varieties. We provide tobaccos with a wide range of growth characteristics, and earnestly endeavor to give our customers pure seed of each, trusting that everyone through good management and use of the best adapted variety, will enjoy high returns from the crop.

DR. C. HOYT ROGERS, Vice President
in Charge of Tobacco and Plant Disease Research



Coker breeders devote considerable time and effort to the improvement of "old line" and other varieties already released and being grown by farmers. Shown here are Robert R. Coker, Company President on left, and Dr. C. H. Rogers, Vice President, appraising leaf and growth characteristics of a breeding field of one of these established tobaccos.

RECOMMENDATIONS AND DATA ON TOBACCO VARIETIES

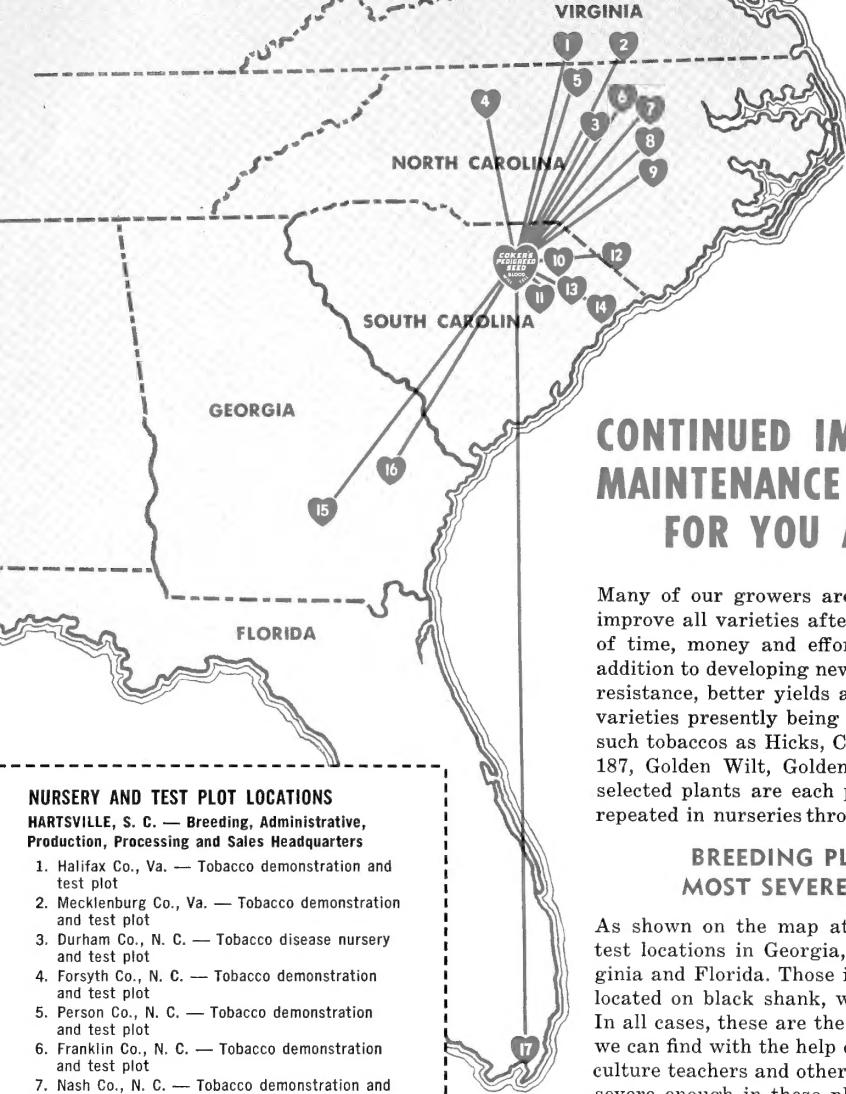
Performance of Certain Tobacco Varieties in 1960

(Tests conducted by Coker's Pedigreed Seed Company on both diseased and disease-free land)

KIND OF TOBACCO	DISEASE RESISTANCE			AVERAGE PER ACRE**		RECOMMENDED	
	BLACK SHANK	GRANVILLE WILT	FUSARIUM WILT	POUNDS	DOLLARS	SOIL	FERTILIZER
Hicks (Coker)	None	None	None	2,253	\$1,495	Medium to Medium Heavy	Moderate
Hicks (other)	None	None	None	2,157	1,415	Medium to Medium Heavy	Moderate
S. C. 58	Mod.-High	Low	Low	2,074	1,317	Light to Medium	Moderate
Virginia 21	None	None	None	2,223	1,453	Medium to Medium Heavy	Moderate
Coker 316	High	High	High	2,320	1,533	Medium to Medium Heavy	Moderate to Moderate Heavy
N. C. 75	Moderate	Low	Low	2,332	1,428	Medium to Medium Heavy	Moderate
Coker 187	High	High	Moderate	2,162	1,364	Light to Medium	Moderate
Coker 128	High	Moderate	Moderate	2,173	1,430	Light to Medium Heavy	Moderate
Coker 187-Hicks	High	Moderate	Mod.-High	2,286	1,468	Medium to Medium Heavy	Moderate to Moderate Heavy

**Based on six replicated variety tests, two locations, Coker's Pedigreed Seed Co. at Hartsville, S. C.

CONSULT YOUR COUNTY AGENT, VOCATIONAL AGRICULTURE TEACHER OR TOBACCO SPECIALIST ABOUT METHODS AND MATERIALS.



NURSERY AND TEST PLOT LOCATIONS

HARTSVILLE, S. C. — Breeding, Administrative, Production, Processing and Sales Headquarters

1. Halifax Co., Va. — Tobacco demonstration and test plot
2. Mecklenburg Co., Va. — Tobacco demonstration and test plot
3. Durham Co., N. C. — Tobacco disease nursery and test plot
4. Forsyth Co., N. C. — Tobacco demonstration and test plot
5. Person Co., N. C. — Tobacco demonstration and test plot
6. Franklin Co., N. C. — Tobacco demonstration and test plot
7. Nash Co., N. C. — Tobacco demonstration and test plot
8. Wilson Co., N. C. — Tobacco demonstration and test plot
9. Wayne Co., N. C. — Tobacco demonstration and test plot
10. Dillon Co., S. C. — Tobacco disease nursery and test plot
11. Florence Co., S. C. — Tobacco disease nursery and test plot
12. Columbus Co., N. C. — Tobacco disease nursery and test plot
13. Mullins, S. C. — Tobacco leaf and seed production
14. Horry Co., S. C. — Tobacco nurseries
15. Coffee Co., Ga. — Tobacco observation and demonstration plots
16. Tattnall Co., Ga. — Tobacco observation and demonstration plots
17. Homestead, Fla. — Winter tobacco nursery

CONTINUED IMPROVEMENT AND MAINTENANCE MEANS MORE \$\$\$ FOR YOU AS A GROWER

Many of our growers are not aware that we continue to improve all varieties after they are released. A great deal of time, money and effort are involved in this work. In addition to developing new types carrying increased disease resistance, better yields and quality, we re-select and test varieties presently being grown by farmers. These include such tobaccos as Hicks, Coker 316, Coker 187-Hicks, Coker 187, Golden Wilt, Golden Harvest and many others. Re-selected plants are each planted to an individual row and repeated in nurseries throughout the Carolinas and Virginia.

BREEDING PLOTS LOCATED ON MOST SEVERELY INFESTED SOILS

As shown on the map at left, we have 17 nurseries and test locations in Georgia, North and South Carolina, Virginia and Florida. Those in the Carolinas and Virginia are located on black shank, wilt, and nematode infested soils. In all cases, these are the most severely infested soils that we can find with the help of county agents, vocational agriculture teachers and other specialists. Infestation is usually severe enough in these plots to kill plants of existing resistant varieties. Selections from each year's work are planted each to a single row in these nurseries so as to determine uniformity and stability of all characteristics.

MANY THOUSANDS OF PLANTS APPRAISED

We usually have enough plants in each of the hundreds of different kinds of tobacco planted in each nursery to secure variation in the main characteristics of each different variety. In working through the nursery from day to day, quick but detailed appraisal is given each plant. Flower

WIDE-SCALE TESTING AND PROVING

helps us evaluate every Coker variety and experimental line under the actual conditions in which they will be grown if released. This program results in adapted, proven varieties for you to plant.

heads of those with outstanding qualities are covered with water-proof bags to prevent cross pollination or mixing. There are some 75 to 100 characteristics that the breeder takes into account at a glance. Some of these are relative size and shape of plant, length and width of leaves, leaf contour, attachment of leaf to stem, date of blooming, reaction to various diseases, suckering habits, stem size, distance between leaves, flowering habits and many others. Each plant is tagged and all leaves primed and labeled as they ripen and cured similar to the general field crop.

CURED LEAF GRADED, EVALUATED

At the end of the harvesting and curing season, cured leaf of the plants from different nurseries is removed from the stick and the lengthy process of grading and evaluating by individual plants begins. There are usually about six cappings made in all nurseries. Leaf is therefore cured from bottom to top of the plant and is graded under uniform conditions. Comparative grade analysis is obtained from the many plants in each line and can be compared with other lines of the same variety, as well as between varieties and new hybrids that are constantly being made. If the cured leaf does not meet our requirements in appearance and over-all quality, that plant is discarded. Leaf samples from the best plants of all lines are analyzed for chemical constituents. Those that do not show major chemical content in the right proportion desirable for cigarette manufacture are discarded.

OUTSTANDING LINES RIGIDLY TESTED

Based on these field and laboratory reports, a few of the very top tobaccos are selected for testing in replicated and advanced trials. This material is taken only from those tobaccos that have been re-selected in nurseries for about three years until they are stable and stand out above others in major characteristics. Tests are made for two years or more in measured plots and those that are superior in yield, quality and dollar return are increased for release to growers.

COOPERATION OF MANUFACTURER AND LEAF BUYER INVALUABLE

Throughout all of this work, samples from our advanced variety and strains trial as well as nursery material is graded and analyzed by major cigarette manufacturers and leaf purchasers. Complete information regarding origin and production is given each cooperator, who in turn supplies us with all leaf analysis data. This, along with the performance in our own tests, provides the final basis of judging merits of each entry. Release to the grower is dependent on such information.



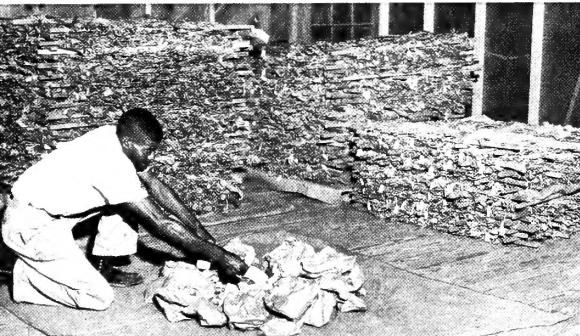
New experimental lines in our Halifax Co., Va. black shank plots are inspected by growers. Note extreme contrast between resistant and non-resistant varieties.



New Coker varieties are "born and bred" in nurseries such as this one in Dillon Co., S. C. Only seed from outstanding individual plants are saved for further testing and re-selection.



Cropping and tagging selected plants in a disease nursery. This operation is repeated thousands of times in each nursery every year.



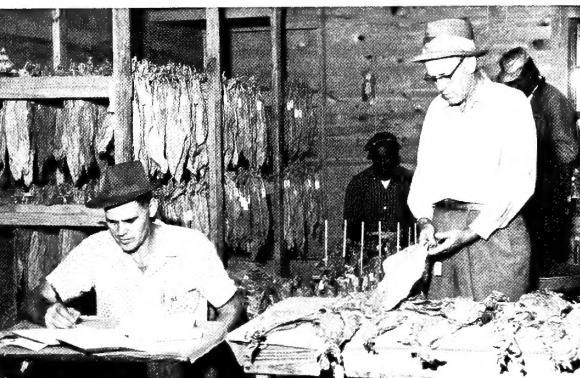
Tagged leaves from selected plants are sticked and bulked ready for evaluation. Paper bags in foreground contain harvested seed heads of a few experimental lines.

STEP . . .
BY
STEP

There are no short-cuts, no simple, inexpensive methods of developing truly outstanding tobaccos. It is a costly, time-consuming operation. Pictured here are just a few of the hundreds of individual steps involved over a period of several years — from the initial planting of a promising line to the ultimate release of a new Coker variety . . . one which will be readily accepted by the buyers and highly profitable to you as a grower. You have only to compare the extra yield and dollars per acre return from Coker-bred varieties to realize that Coker's Pedigreed Tobacco Seed is well worth the few pennies per acre extra cost.

Leaf of selected lines grown in comparative yield trials are displayed in our modern warehouse for appraisal by representatives of the major tobacco companies.

Sales of experimental lines help determine which are kept for further testing and which are discarded. From left: Jim Harrison, Dr. Rogers and Jim Brown.



Each priming from every outstanding plant is checked and rechecked for desired characteristics. Here Dr. Rogers classifies the leaves as Jim Brown records the data.



BLACK SHANK RESISTANT

COKER 316

BREEDER'S REGISTERED SEED

The Coker 316 variety was developed from a hybrid having Coker 187-Hicks as one of the parents. Limited quantities were distributed throughout the flue-cured district for the 1960 season and in practically every case the variety has performed well. Re-selection has been continued and the new seed available for the 1961 planting gives a somewhat higher yield of good quality leaf. The same high resistance to black shank has been maintained. Like all of our other varieties, testing and selection have been continued on heavily infested soils in all of our nurseries.

GROWTH HABITS

Plants of Coker 316 average 24 or more leaves spaced about $2\frac{1}{4}$ inches apart on the stem. Leaves are medium broad, usually about 12 inches in width, and are about twice as long as wide. It is medium late blooming, averaging about 61 to 63 days from transplanting to full bloom. It has a good, well developed root system, providing good anchorage and storm resistance as well as good feeding habits.

HANDLING QUALITIES

Resistance to breakage in the field as well as around the curing barn is very good. It has shown superior quality in this respect, regardless of conditions under which it has been grown, in all belts. It stands well in the field without early burning or firing. Leaves are easily cured to a rich lemon or orange color where proper management is given and where leaves are allowed to ripen before harvesting. Leaf is medium to heavy bodied and of good texture.

ADAPTABILITY

Coker 316 has shown good response to a wide range of growing conditions in all of the flue-cured area. It is especially adapted to heavier soils but grows well on all kinds, ranging from light to heavy types. Yields will average about 10% above those obtained from other commonly grown varieties and fertilizer applications should be increased accordingly. Under stress conditions of abnormally dry or cool periods this variety will not bloom prematurely. It will usually stand well under such conditions and grow off to make good yields of high quality tobacco when the weather becomes more suitable for proper growth or where irrigation water is applied during periods of drouth.



This 1960 field of new Coker 316 produced a fine crop for Mr. Billy Love, his son Calvin, and Mr. Floyd Berry of Latta, S. C. Here Mr. Billy Love admires the large, well spaced leaves of the variety.

DISEASE RESISTANCE

The Coker 316 variety was developed on soil severely infested with black shank and has high resistance to this disease. It has fairly good tolerance to Granville and Fusarium wilts and can be expected to produce a good crop except where conditions of infestation are severe. Rotations are generally recommended where disease is known to be extreme. We have, however, grown this variety on the most heavily infested black shank soil year after year with little or no loss.

IMPORTANT NOTE: Coker 316 was bred and has been re-selected on soils severely infested with black shank and the wilts. It has shown high resistance to black shank and good tolerance to both Granville and Fusarium wilt in all locations tested. However, we cannot guarantee performance, since new strains of these diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.

COKER 316 at a glance . . .

PLANT TYPE: Medium height about 54 inches with leaves about $2\frac{1}{2}$ inches apart, similar to 402 or Golden Harvest.

LEAF: Broad, over twice as long as wide, around 24 per plant, medium body, low breakage, easily cured.

STALK: Medium size, good root system, storm resistant.

YIELD: A little above average in yield. Does fairly well under adverse weather conditions.

QUALITY: Good quality if given space and good management and allowed to fully ripen before harvesting.

ADAPTABILITY: Grows well on wide range of soils, but more suited to heavier tobacco land.

DISEASE RESISTANCE: High resistance to black shank, moderately good resistance to wilt, comparatively little crown rot after transplanting if handled with care.

PRICE: 1960 Breeder's Registered Seed: \$10.00 per ounce, postpaid.

BLACK SHANK RESISTANT

COKER 187-HICKS

BREEDER'S REGISTERED SEED

Our Coker 187-Hicks for the 1961 season is derived from a new strain that should give even better yields and higher disease resistance. This strain has been intensively checked in our disease nurseries throughout the Carolinas and Virginia and has given good yields of high quality cigarette leaf in our advance tests. The improved strain has shown high resistance to black shank and wilt. It withstood the extremely severe disease infestation of the 1960 season. Plants of this variety average about four and one-half feet high and produce around 24 leaves per stalk spaced two to two and one-half inches apart. Leaves are broad and medium long. They are somewhat puckered between the veins similar to Coker 187 and to the Golden Wilt variety. Leaves become smoother as they ripen.

HANDLING QUALITIES

Coker 187-Hicks is easily handled, and responds well to a wide range of growing conditions. It cures easily to a rich lemon or orange color with good body and texture, especially when properly managed throughout the growing season and reasonable care is exercised in cropping.

ADAPTABILITY

This variety is adapted to all soils and climate of the flue-cured district from Florida to Virginia. It does especially well on medium to medium-heavy soils. Medium late-blooming, it withstands adverse weather conditions without early flowering.



High yields, top quality and ease of handling make Coker 187-Hicks a favorite with Mr. John R. Fogle of Nichols, S. C. From left: Mr. Fogle, James Harrison, Assistant in Tobacco Breeding and James Brown, Assistant Plant Breeder.

DISEASE RESISTANCE

Coker 187-Hicks has been tested throughout the Carolinas and Virginia for five years on soils heavily infested with disease organisms. At all locations tested it has shown continuously high resistance to black shank, Granville wilt, and Fusarium wilt. Our newest strain, for 1961 planting, has the highest degree of combined resistance to these diseases of all the strains we have tested.

IMPORTANT NOTE: Despite the relatively high disease resistance of Coker 187-Hicks, we cannot guarantee performance since new strains of these diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.

COKER 187-HICKS at a glance...

PLANT TYPE: Of average height and appearance. Leaves are broad, medium long and spaced 2-1/2 inches apart.

LEAF: Not as brittle as some varieties. Easily handled; cures to a good color.

STALK: Medium size, well anchored with good storm resistance.

YIELD: Produces moderately high yields of cured leaf; averages 10% above more commonly grown varieties.

QUALITY: Makes a good grade leaf when given reasonable attention and fair growing conditions.

ADAPTABILITY: Widely adapted, with good growth and leaf quality at all locations.

DISEASE RESISTANCE: Has shown continuously high resistance to black shank, Granville wilt and Fusarium wilt.

PRICE: \$8.00 per oz, postpaid.

BLACK SHANK RESISTANT

COKER 187 BREEDER'S REGISTERED SEED

Due to the fact that Coker 187 has very high resistance to black shank and wilt, considerable attention has been given to re-selection of this variety in our nurseries. Leaves of the new strain available for 1961 are a little longer and cure to a deep lemon or rich orange color. This variety, in its fifteenth generation, is above the average in nicotine content and is especially adapted to soils of the Coastal Plain where high rainfall is normally expected.

GROWTH HABITS

Medium height with leaves spaced 2-2 $\frac{1}{4}$ inches apart. A plant four to five feet high should produce from 20 to 25 leaves. The leaves are broad, fairly long, medium bodied, and somewhat puckered between the veins, like its Golden Wilt parent.

HANDLING QUALITIES

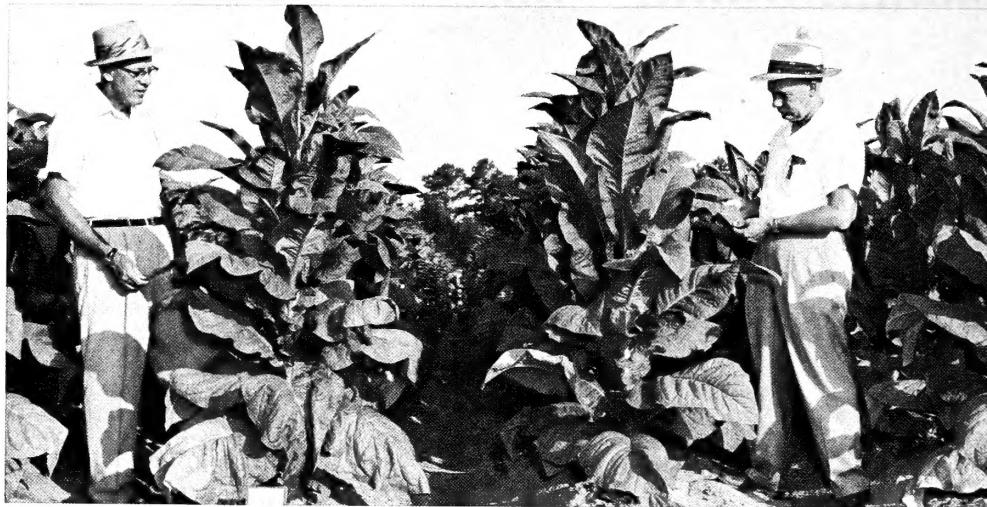
The leaf of Coker 187 is easily cured to a deep lemon or orange color, of medium body, with moderate to moderately high nicotine content. It produces comparatively few suckers. Since it grows with a dark green color, this tobacco should not be heavily fertilized, should be left on the stalk to ripen, and should be cured a little quicker than most other varieties.

ADAPTABILITY

Coker 187 is especially well suited to the Coastal Plains, but grows equally well on the medium and lighter soils of the Old Belt without excess production of dark orange leaf.

YIELD AND QUALITY

Coker 187 is a medium yielder, producing somewhat more than Hicks and about the same as Golden Harvest or 402. Under average conditions and good management, the leaf is of uniformly good quality.



Our improved Coker 187 has longer and somewhat broader leaves than last year's strain. Dr. Rogers and Henry Cooke, our North Carolina representative, are shown examining the leaf texture of these typical 187 plants.

DISEASE RESISTANCE

Coker 187 has been tested for seven years on severely infested soils in the Carolinas and Virginia. Its black shank resistance is even higher than that of Coker 139. It has good resistance to Granville wilt, and fair tolerance to Fusarium wilt. Overall disease resistance has been improved in the strain being offered for the 1961 season.

IMPORTANT NOTE: Coker 187 was bred and has been re-selected on soils severely infested with black shank and wilt, and has shown high resistance on such soils at all locations tested. However, we cannot guarantee performance since new strains of the diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.

COKER 187 at a glance...

PLANT TYPE: Medium height with leaves spaced about 2 $\frac{1}{2}$ inches apart. A plant 4-5 feet high should produce 20-25 leaves.

LEAF: Broad, medium body, somewhat puckered between veins.

STALK: Medium size, with good root system.

YIELD: A medium yielder, producing about like Golden Harvest or 402.

QUALITY: Good quality leaf under average conditions and good management.

ADAPTABILITY: Suited to fairly wide range of soils and climate.

DISEASE RESISTANCE: High resistance to black shank and Granville wilt; fair tolerance to Fusarium wilt.

PRICE: \$6.00 per oz., postpaid.

BLACK SHANK RESISTANT

COKER 128 BREEDER'S REGISTERED SEED

This variety has been re-selected for five generations from a cross involving Coker 187-Hicks and Oxford 1-181. It is nearer the Oxford 1-181 parent in appearance and growth habits although the yield is higher. The leaf is long, of medium width and has somewhat above the average nicotine content. It was developed on black shank infested soil and has fairly high resistance to this disease. The leaf is medium heavy bodied and the variety is recommended especially for the light to medium heavy soils of the Lower and Upper Coastal Plain areas. It will, however, produce good quality leaf throughout the entire flue-cured district.

GROWTH HABITS

Plants of Coker 128 average from 20 to 24 leaves per plant and resemble Oxford 1-181 or intermediate between this variety and Broadleaf Hicks. The leaves are medium wide and are about like these two varieties in appearance. The plants grow a little taller than Hicks and the leaves are well spaced so that ample sunlight and air can reach all leaves and growing points. Number of early suckers is below average.

HANDLING QUALITIES

Like any other variety, leaves should be well ripened before harvesting. It is easy to handle and cure, being about like Hicks in these respects. Leaves cure easily to a rich lemon or orange color and are of good body and texture. This variety has yielded about the same as Broadleaf Hicks and sells for about the same price per pound and acre.

SOILS AND FERTILIZER

This variety is adapted to a fairly wide range of soil and climatic conditions, but is relatively better in the Eastern areas, and especially where rainfall is higher and where irrigation facilities are available. It is medium to medium late blooming and should be fertilized about like Hicks or other varieties that produce average yields. It will usually withstand adverse weather conditions a little better than some of the older varieties that are medium to medium early blooming.



Field of Coker 128 tobacco growing on Coker Farms. This variety produces leaf of the medium heavy body preferred by Export Companies and combines good resistance to black shank with fair resistance to the wilts.

DISEASE RESISTANCE

Coker 128 has shown good resistance to black shank and moderate resistance to Granville and Fusarium wilt. Like all of our varieties and nursery breeding material, this tobacco has been re-selected, over the years, on soils severely infested with nematodes.

IMPORTANT NOTE: Coker 128 was bred and has been re-selected on soils severely infested with black shank and Granville wilt. It has shown moderate to good resistance to black shank and moderate resistance to Granville wilt in all locations tested. However, we cannot guarantee performance, since new strains of these diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.

COKER 128 at a glance . . .

PLANT TYPE: Medium height, about 4½ ft., Oxford 1-181 or intermediate type, medium late blooming.

LEAF: Long, medium width, about 2½ times as long as wide, spaced 2½ to 2¾ inches apart on stalk, medium to heavy body, 20-22 per plant. Easily cured to rich lemon or orange color.

STALK: Medium size, well rooted and fairly storm resistant.

YIELD: Average, about like Hicks.

QUALITY: Good texture and body, above average in nicotine. Has sold well on warehouse floor.

ADAPTABILITY: Especially suited to medium or light soils and general coastal plain area.

DISEASE RESISTANCE: Fairly high black shank resistance, moderate wilt resistance.

PRICE: 1960 Breeder's Registered Seed: \$10.00 per ounce, postpaid.

BLACK SHANK RESISTANT

COKER 156 BREEDER'S REGISTERED SEED

Coker 156, released for planting in 1958, has been re-selected over a period of 15 years out of a line of Hicks which had a few surviving plants in a black shank nursery. The strain we are offering this year has been improved in both yielding ability and in disease resistance. A favorite among the export trade, Coker 156 is highly rated for its flavor and aroma, and generally brings a good price on the warehouse floor.

GROWTH HABITS

Coker 156 is similar in general appearances to Hicks Broadleaf, but is about six inches taller and averages one or two more leaves per stalk; leaf spacing is about the same — 2½ to 2¾ inches apart. The medium-sized leaves are easily handled with minimum breakage. Stalks have good storm resistance.

HANDLING QUALITIES

Like Hicks Broadleaf, Coker 156 is rather easily cured to a rich lemon or rich orange color on average soils. It is not difficult to handle, especially if seasons are normal and reasonable care is used in producing and harvesting the crop.

ADAPTABILITY

We recommend Coker 156 for planting mainly in the Coastal Plains and on the lighter soils of the Old Belt. It is especially adapted to higher rainfall areas, or where irrigation facilities are available. However, it may be expected to produce a very satisfactory crop throughout the flue-cured area on a wide variety of soils.

YIELD AND QUALITY

This tobacco consistently produces about the same poundage per acre as regular Hicks Broadleaf. Nicotine content is slightly higher than Hicks and it is sometimes a bit heavier bodied and a little more oily than Hicks. The leaf is of good quality and has good acceptance by the trade.



Coker 156 is a Hicks type, black shank resistant tobacco — especially recommended for planting in the Coastal Plains and on lighter soil elsewhere. Shown in photo is Dr. C. H. Rogers checking on plant development in this isolated seed field of Coker 156 growing on farms of the Coker's Pedigreed Seed Co., near Hartsville, S. C.

DISEASE RESISTANCE

Highly resistant to black shank, this tobacco has been re-selected on soils heavily infested with both Granville and Fusarium wilt. It has shown some resistance to these two diseases.

IMPORTANT NOTE: Coker 156 was bred on soils severely infested with black shank and has shown high resistance on such soils in locations tested. However, we cannot guarantee performance since new strains of the disease or a combination of conditions might occur which could adversely affect tolerance or resistance.

COKER 156 at a glance . . .

PLANT TYPE: Resembles Hicks Broadleaf, but is about six inches taller and averages one or two more leaves per stalk.

LEAF: Medium broad, medium long leaf. Easily handled with low breakage.

STALK: Medium size stem; leaves spaced 2½ to 2¾ inches apart. Good storm resistance.

YIELD: Very similar to Hicks Broadleaf.

QUALITY: Good quality leaf of rich lemon to rich orange color. Medium to medium heavy body.

ADAPTABILITY: Well suited to a variety of soils throughout the Carolinas and Virginia.

DISEASE RESISTANCE: Good resistance to black shank. Some resistance to Granville wilt and Fusarium wilt.

PRICE: 1960 Breeder's Registered Seed: \$6.00 per oz., postpaid.

THESE DISEASE RESISTANT VARIETIES ARE ALSO AVAILABLE

COKER'S PEDIGREED

GOLDEN WILT

This veteran performer is another top producer of pounds and dollars per acre. The leaf which cures to a rich lemon or orange color, has a crepe-like texture of medium body and is an excellent cigarette tobacco. Golden Wilt has a high degree of resistance to both Granville and Fusarium wilt. It has some tolerance for nematodes and, under some conditions, is tolerant to mosaic. Extreme care should be used not to over-fertilize this variety. On heavier soils, excessive rates of fertilizer tend to make Golden Wilt grow too large and produce a lower quality tobacco than it should. It usually takes about half a day less to cure this variety than other commonly grown tobaccos.

Price: \$4.00 per ounce, postpaid.

N. C. 75 CERTIFIED

This is a new variety developed through cooperative efforts of the North Carolina Experiment Station and the USDA. It has high resistance to black shank and produces good yields of quality leaf if managed properly and allowed to ripen well before harvest. This release is somewhat similar to N. C. 73 and performs well on most of the soils of the flue-cured district. Yield is generally about 5-10 per cent above that of N. C. 73. Leaves are broad and cure to a good lemon or orange color. Moderate amounts of fertilizer should be used, and care exercised not to over-fertilize on heavier tobacco soils. Provide ample space, as with other varieties.

Price: \$4.00 per ounce, postpaid.

VESTA 5 CERTIFIED

Vesta 5 produces a medium size plant with medium broad leaves and produces an average number of suckers. It grows with a slight yellowish cast and must be mature and ripe when harvested. The cured leaf is of rich lemon or orange color. The variety has fair resistance to black shank but rather low resistance to wilts.

Price: \$3.00 per ounce, postpaid.

S. C. 58 CERTIFIED

This variety was developed by the S. C. Experiment Station and the USDA cooperating at the Pee Dee Experiment Station. It is similar to Oxford 1-181 but makes a little higher yield and has somewhat more black shank resistance. Since it is relatively high in nicotine content, it is recommended for planting in lighter soils of the eastern belt of N. C. and other Coastal Plain areas.

Price: \$3.00 per ounce, postpaid.

N. C. 73 CERTIFIED

Developed jointly by the N. C. Experiment Station and USDA cooperating. It produces average yields of good quality tobacco when allowed to thoroughly ripen in the field. It has good resistance to black shank and moderate resistance to Granville wilt. N. C. 73 has an average level of nicotine content and is adapted to medium or medium heavy soils.

Price: \$3.00 per ounce, postpaid.

Proper placing of tobacco in barn immediately after stringing makes it easier to cure. Here J. H. Harrison, Jr. passes sticks to Wilson Fox, a veteran of many years with Coker's Pedigreed Seed Co.

OXFORD 1-181 CERTIFIED

Oxford 1-181 is a medium leaf type similar to some of the old varieties. It is moderate in resistance to black shank and because of the heavy-bodied leaf, with rather high nicotine content, is recommended for planting more especially on the Coastal Plains soils. Average yields of quality leaf can be expected under such growth conditions.

Price: \$3.00 per ounce, postpaid.

DIXIE BRIGHT 101 CERTIFIED

This variety was developed by the North Carolina Experiment Station and the USDA and does well over a wide range of soil types. It has moderate resistance to black shank and should be used only in a rotation with other crops if it is to be planted on severely infested soil. It is medium tall and produces good quality leaf where managed properly.

Price: \$3.00 per ounce, postpaid.





Coker Hicks tobacco does well in Georgia. Shown in this excellent field of tobacco in Pierce County, Ga., are Mr. Jack Scott of Pierce Trading Company, Blackshear, Ga., Coker Seed Distributors and Mr. D. Q. Harris, Jr., Coker Representative for Georgia. Photo taken just prior to topping.

CERTIFIED HICKS BROADLEAF

Coker's Hicks Broadleaf is derived from an original selection made from one of five different tobaccos tested under that name in our nursery plots. Development of this variety began in the early 40's and was released 12 years ago. We have rigidly re-selected and tested Hicks since its release and, through this intensive improvement, yields have been increased over 50% and the quality, adaptability and ease of handling have actually been improved. This continuous improvement provides the grower with better seed with which to grow increased yields of higher quality leaf. **OUR HICKS IN 1959 MADE \$182.67 PER ACRE MORE THAN OTHER HICKS TESTED.** The returns were also much higher in 1960, averaging \$80.33 per acre more. The table below shows the average for the two years and illustrates why it pays you as a grower to use seed improved through this extensive breeding and improvement program.

Price: \$3.00 per ounce, postpaid.

	POUNDS PER ACRE	DOLLARS PER ACRE	PRICE PER CWT.
Average Returns 1959-1960			
Hicks, Coker	2,243.0	\$1,508.50	\$67.39
Hicks, other	2,074.5	1,377.00	66.41
Difference in favor of Coker Hicks			
	168.5	\$ 131.50	\$.98

NON-RESISTANT VARIETIES

COKER'S PEDIGREED GOLDEN CURE

A favorite with growers throughout the bright belt because of its good yield, fine quality, dollar return, and ease of handling and curing. It has shown good adaptability to soils not infested with black shank and the wilts. Plants have been re-selected and inbred on heavily infested nematode soil in field and greenhouse for 16 generations.

**Price, BREEDER'S REGISTERED
SEED: \$4.00 per ounce, postpaid.**

COKER'S PEDIGREED GOLDEN HARVEST

Golden Harvest is distinguished by uniformity of growth, high production of quality cigarette tobacco, ease of curing and broad leaves. The leaf cures easily to a medium orange. Uniform ripening after vigorous growth allows systematic harvesting. The plant has comparatively good resistance to root knot and meadow nematode, with some tolerance to soreshin and leafspot. It will stand in the field longer without burning than most standard varieties. Plants average from 20 to 22 leaves, with top leaves above average in size. Does well on soils from Virginia to Florida.

**Price, BREEDER'S REGISTERED
SEED: \$4.00 per ounce, postpaid.**

CERTIFIED 402

This variety has been re-selected for improved yield, quality and adaptability

for many years. The broad leaves are spaced medium distance on the stalk and grow with a yellowish cast which must be taken into consideration when harvesting.

Price: \$3.00 per ounce, postpaid.

CERTIFIED VIRGINIA 21

Bred by the Tobacco Research Station at Chatham, Va., Virginia 21 is the result of a cross between Virginia Gold and Yellow Special A. A root-rot resistant variety, it produces long leaves well spaced on the stalk. Good color and texture result when cured after proper ripening.

Price: \$3.00 per ounce, postpaid.

CERTIFIED VIRGINIA GOLD

Virginia Gold is medium tall and has broad leaves of good length. It ripens to a rich lemon color when given time to mature fully, and is suitable for a variety of soils where disease is no problem. Leaves grow slightly yellow in color and should be fully ripe when harvested.

Price: \$3.00 per ounce, postpaid.

CERTIFIED WHITE GOLD

Our White Gold variety is very similar to Hicks Broadleaf. It produces plants of medium size with medium broad leaves. This variety should be managed and the leaf handled about the same as Hicks. The mature leaf is very easy to cure to a bright lemon or orange color.

Price: \$3.00 per ounce, postpaid.

"I planted your 316 tobacco and averaged better than 2,500 pounds per acre and sold it for \$1,623.20 net. It is very easy to cure, and averaged 30 leaves per stalk. I'll plant Coker 316 again next year."

C. C. Carter — Lake City, S. C.

"Coker's Hicks is my tobacco because it gives me the best yields, top quality and less trash. I've planted it for years and will plant it again. I recommend Coker's for the highest dollar return per acre."

Olan Adams — Douglas, Ga.

"I planted Coker 316 and sold 4,294 lbs. for \$3,088.12 — averaged \$71.92 per 100 lbs."

Jack Riggsbee — Morrisville, N. C.

"I have renamed your COKER 316 tobacco — I call it SWEET SIXTEEN. I have made better yields with it than even with your Coker 139, and the tobacco companies are bidding high for it. The flavor, aroma and quality are excellent, and I have sold a good bit of this tobacco for better than 70 cents per pound."

Hyrum Woodson — Gretna, Va.

"I was very well pleased with the way my crop of Coker 128 cured and sold. I lost some due to heavy rains that flooded my field, but I made around 2,100 pounds per acre and it brought about \$1,250.00 per acre. I intend to plant Coker 128 next season, too."

Robert H. Quinn — Beulaville, N. C.

Almost hidden in this high producing field of Coker's improved Hicks Broadleaf are Mr. Herman Minchew of Blackshear, Ga. (right), and Coker Representative D. Q. Harris.



"Your Coker 316 tobacco grows uniform from bottom to top . . . the leaves are soft and velvety with good body and texture. The leaves aren't excessively long either; you can get through the row without breaking them. I'm a 100% Coker man!"

H. B. Weaver — Hahira, Ga.

"I think Coker 316 is the best tobacco I've ever planted. I made 8,552 pounds for an average of 3,340 pounds per acre, and it brought \$5,330.27 for an average of \$2,082.13 per acre. I highly recommend Coker 316 as an acceptable tobacco for both Domestic and Export companies."

Harold Elmore — Deep Run, N. C.

FLUE-CURED GROWERS TELL WHY THEY PREFER COKER'S

"I've planted Coker Hicks for years and like it better each year. This year I averaged \$1,500 per acre on 15 acres. I think your Hicks is as good as any tobacco in your catalog and will plant it until you bring out something better!"

Lonnie C. Stone — Hemingway, S. C.

"I was most satisfied with your Coker 187 tobacco. The buyers bought every pile we had on the floor. It had the best aroma of any tobacco I've ever grown."

John H. Jordan — Conway, S. C.

"Last season Coker Hicks produced good yields of quality leaf for me and I had good sales from start to finish. That's why I'm planting Coker's Hicks again this season."

M. J. Pouk — Alapaha, Ga.

"Coker 316 is the easiest curing tobacco I ever grew. I've made more pounds this year than ever before. I plan to plant it again next year and expect to do even better. My tips sold for 65 cents and were not the least bit trashy."

R. B. Askins — Lamar, S. C.

"This year I made approximately \$1,400.00 per acre with Coker 128. The growth and quality was most satisfactory. It cured and handled very much like Coker Hicks. I can recommend Coker 128 to any farmer who likes a Hicks type of tobacco. I'll plant it again for my 1961 crop."

V. W. Horne — Beulaville, N. C.

"I'll keep on planting Coker's Hicks until something better comes along. It gives me good quality, high yields and brings a good price on the floor. I like the way it handles, too."

C. V. Mullins — Tifton, Ga.

"We had about 12 acres of Coker 316 and made more pounds and dollars per acre than ever. It was easy to handle and cure, and we had no disease in 316 fields. One 2-acre field netted over \$1,600.00 per acre and a 3-acre field \$1,495.00 clear. Considering the dry-then-wet season, this was extra good."

W. H. Owens, Jr. — Mullins, S. C.

"I have planted Coker tobacco seed for six straight years. I can always depend on Coker seed. I planted Coker 316, Coker 187 and Coker 187-Hicks and have the best crop I've had in a long time. I also planted Coker 911 corn."

J. L. Ogburn — Smithfield, N. C.

"I have been planting your Coker 187-Hicks tobacco for several years now, and find that it suits my conditions. I expect to plant it until you release something better for my land. This year I felt suckers were less of a problem than in the original release. And I have an idea I need to build another barn to take care of the extra tobacco we are making."

W. W. Player — Elliott, S. C.

Good management plus good seed produced this fine crop in 1960 for Mr. W. H. Grady of Wayne County, N. C. He planted Coker 316 and was well pleased with its yield and quality.



SUGGESTIONS FOR GROWING AND HANDLING YOUR 1961 TOBACCO CROP

THE PLANT BED

Plant bed sites should be located on well drained, fairly rich soils. Where possible they should be protected on the North and have a Southern exposure. In preparing the beds, soil should be well pulverized and fertilizer applied at recommended rates. We find it best to prepare and treat beds for weed control in the fall when the weather is more suitable for fumigation. Plant bed fertilizer at about one pound per square yard is worked into the upper 3 or 4 inches of soil and the area treated with methyl bromide or other weed-seed control chemicals. Such treatment is usually done from mid-October to mid-November. Care should be taken to destroy all weeds growing around the beds either by thorough disking or burning or both. A buffer strip of grain

15 to 30 feet wide can sometimes be used to good advantage on the open or field side. All precautions should be used to prevent weed seed from blowing onto the beds during the winter months following treatment and prior to seeding. Plant a variety best adapted to the area.

After beds are planted they should be inspected at frequent intervals for the possible presence of insect or disease pests. Even though insects may not be present, it is desirable to begin use of an insecticide shortly after seedlings emerge. Dust or spray with DDT and Parathion or other recommended pesticides that will give good control of such insects as vegetable weevil, mole crickets, aphids and flea beetle. A combination of 5% DDT and 1% Parathion is suitable for insect control. Blue mold and other foliage diseases may be controlled with such fungicides as ferbam, zineb and captan.

FIELD MANAGEMENT

Tobacco should be transplanted only on well prepared soil free from rubbish that may remain from the previous year's crop. Plants of tobacco varieties grown today should have around 8 square feet of space per plant. Rows should be from 3½ to 4½ feet apart and plants from 20 to 26 inches apart in the rows. Ample sunlight and air movement are highly essential in the making of good quality leaf. To secure a good stand, enough beds should be planted to provide plants of uniform size for any given field at first transplanting. Uniformity in size and stand aids in tillage and harvesting. Fertilizer in the recommended amounts and grade should be applied. Many farmers make the mistake of applying large quantities of fertilizer in the drill prior to transplant-

ing. Too much fertilizer will usually result in root damage and delay early growth. In most cases it is better to apply only part of the fertilizer in the drill and use the balance for a side dresser at first plowing or when plants have become well established.

Do not wait until after insects appear to begin application of insecticides. It pays to inspect the crop frequently from the time plants sprout on the bed until the crop is completely harvested. 10% DDT dust for budworm and 1½ to 2% Endrin for hornworm, or the equivalent as a spray, will give good control. It might be necessary to apply insecticides such as Parathion or Malathion to control pests like aphids. For effective hornworm control the insecticide should be applied at about ten day intervals throughout the season.

CURING AND GRADING

Good management pays off during all phases of production, curing, grading and marketing of the tobacco crop. Leaves should be harvested when they are ripe and hung on racks or in the curing barn immediately after stringing. Bulking of green tobacco on the ground or otherwise usually results in more breakage and increases the amount of sponged or muddy leaf in the cure. Well-ripened and uniformly harvested leaves are easier cured to a superior quality. Sticks should not be crowded in the barn and should be alternated from tier to tier vertically up through the barn, especially if the leaves are long and the tips tend to rest on sticks in the tier below. Coloring in the barn should not require more than 36 hours, if the leaf is ripe at harvest. Curing

can be completed in about four, or not over five days if the curing barn is well constructed and ample ventilation provided. Good heating equipment is a worthwhile investment.

Tobacco should be bulked with proper moisture content for a few days prior to grading. Although it may sometimes seem that there is little difference between the price paid for well graded and poorly graded tobacco, the grower will find that he is usually well rewarded for a good job of sorting and tying. The graded leaf is tied in hands about the size of a half-dollar. It is essential that the tobacco be well graded so the buyer purchases leaf representative of the grade placed on the pile. We urge you to consult the county agent, tobacco specialist or vocational agriculture teacher in regard to production methods and materials in your area.

TERMS AND CONDITIONS

Our own pedigreed varieties of Coker's Pedigreed Tobacco Seed are packed in convenient one ounce metal containers bearing our registered Red Heart Trademark and the words, "COKER'S PEDIGREED TOBACCO SEED." Each container is sealed before leaving our plant and should not be accepted by customer if the seal is broken. Protect yourself by insisting upon having only seed bearing our registered Trademark and official seal. Accept no substitutes.

OUR RESPONSIBILITY

Our tobacco seed are carefully tested for germination and purity before shipment. Every ounce container is sealed with a label on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted, for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case do we give any warranty expressed or implied as to the productivity or performance of our seed. Our liability is limited to the purchase price of the seed.



LOOK FOR THE
RED HEART
TRADEMARK ON
ALL PACKAGES OF
GENUINE COKER'S
PEDIGREED
TOBACCO SEED

EFFECT OF GROWING CONDITIONS

Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drouth or poor conditions will result in a reduced yield and poorer quality — no matter what variety is planted.

OUR CLAIMS

The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL grown, processed, tested and stored under our personal supervision and control.

These Coker Varieties Are Money-Makers Too!

HYBRID CORN	OATS	COTTON	SOYBEANS	WHEAT
White	Yellow			
Coker 616	Coker 15	MOREGRAIN	COKER 100-A	COKER 47-27
Coker 811	Coker 66	SUREGRAIN	COKER 124-C	COASTAL
Coker 911	Coker 67	VICTORGRAIN 48-93		
	Coker 71			

PLANT THEM ON YOUR FARM!

PRICE LIST for 1961 Season

PEDIGREED VARIETIES

Registered Seed	Ounce
Coker 316	\$10.00
Coker 128	10.00
Coker 187-Hicks	8.00
Coker 187	6.00
Coker 156	6.00

PEDIGREED VARIETIES

Registered Seed	Ounce
Golden Cure	\$4.00
Golden Wilt	4.00
Golden Harvest	4.00

CERTIFIED VARIETIES

	Ounce
Hicks Broadleaf	\$3.00
White Gold	3.00
Vesta 5	3.00
Oxford 1-181	3.00
Dixie Bright 101	3.00
Virginia 21	3.00
Virginia Gold	3.00
402	3.00
S. C. 58	3.00
N. C. 73	3.00
N. C. 75	4.00



**COKER RESEARCH
PUTS QUALITY
SEED HERE...**



**to give
you a
quality crop
here...**



COKER TOBACCO SEED CATALOG FOR 1961

Whether you have 2 acres or 20, we believe you'll find the information in this catalog well worth reading — and re-reading. More so than perhaps with any other crop, tobacco rewards the careful grower for his attention to every phase of production. Plan now to make your next crop your best crop!



COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, SOUTH CAROLINA

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